

EBOOK ADVERTISING, INCLUDING COST-SHARING TECHNIQUES

BACKGROUND

[0001] Ebook purchasing has grown dramatically in scale in recent years and continues to grow where ebooks can include electronic books, magazines, newspapers, other forms of electronic reading material, etc.). Yet advertising directed or targeted to ebook readers, and associated monetization techniques, has been less than optimal and has not fully taken advantage of opportunities presented by ebook reading.

[0002] There is a need for better techniques for advertising that may be directed to or targeted to ebook readers.

SUMMARY

[0003] Some embodiments of the invention provide techniques that include allowing an ebook reader to select an advertising setting which specifies permissible forms of advertising to be presented to the ebook reader via one or more ebooks. Based at least in part on the selected setting, the ebook reader may be provided with a reduction relating to the cost of the one or more ebooks. The reduction may be greater if the selected option indicates more valuable permissible advertising. Permissible advertising may be presented to the ebook reader via at least one of the one or more ebooks. In some embodiments, the advertising may be targeted based in part on ebook content, which can include content evidenced as being accessed by the ebook reader at a time of advertisement serving.

[0004] In some embodiments, techniques are provided in which a first set of information is obtained regarding ebook content evidenced as being accessed by an ebook reader, such as a page or paragraph being read, for example. Based at least in part on the ebook content, a second set of information is obtained, including multiple ebook advertising targeting parameters. Based at least in part on the targeting parameters, at least one advertisement is targeted to the ebook reader, in which the at least one advertisement is to be presented to the reader at least in part via the ebook.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] FIG. 1 is a distributed computer system according to one embodiment of the invention;

[0006] FIG. 2 is a flow diagram illustrating a method according to one embodiment of the invention;

[0007] FIG. 3 is a flow diagram illustrating a method according to one embodiment of the invention;

[0008] FIG. 4 is a flow diagram illustrating a method according to one embodiment of the invention; and

[0009] FIG. 5 is a block diagram illustrating one embodiment of the invention;

[0010] FIG. 6 is a flow diagram illustrating a method according to one embodiment of the invention;

[0011] FIG. 7 is a flow diagram illustrating a method according to one embodiment of the invention; and

[0012] FIG. 8 is a block diagram illustrating one embodiment of the invention.

[0013] While the invention is described with reference to the above drawings, the drawings are intended to be illustrative, and the invention contemplates other embodiments within the spirit of the invention.

DETAILED DESCRIPTION

[0014] FIG. 1 is a distributed computer system 100 according to one embodiment of the invention. The system 100 includes user computers 104, advertiser computers 106 and server computers 108, all coupled or able to be coupled to the Internet 102. Although the Internet 102 is depicted, the invention contemplates other embodiments in which the Internet is not included, as well as embodiments in which other networks are included in addition to the Internet, including one or more wireless networks, WANs, LANs, telephone, cell phone, or other data networks, etc. The invention further contemplates embodiments in which user computers or other computers may be or include wireless, portable, or handheld devices such as cell phones, PDAs, etc.

[0015] Each of the one or more computers 104, 106, 108 may be distributed, and can include various hardware, software, applications, algorithms, programs and tools. Depicted computers may also include a hard drive, monitor, keyboard, pointing or selecting device, etc. The computers may operate using an operating system such as Windows by Microsoft, etc. Each computer may include a central processing unit (CPU), data storage device, and various amounts of memory including RAM and ROM. Depicted computers may also include various programming, applications, algorithms and software to enable searching, search results, and advertising, such as graphical or banner advertising as well as keyword searching and advertising in a sponsored search context. Many types of advertisements are contemplated, including textual advertisements, rich advertisements, video advertisements, etc.

[0016] As depicted, each of the server computers 108 includes one or more CPUs 110 and a data storage device 112. The data storage device 112 includes a database 116 and an Ebook Advertising Program 114.

[0017] The Program 114 is intended to broadly include all programming, applications, algorithms, software and other tools necessary to implement or facilitate methods and systems according to embodiments of the invention. The elements of the Program 114 may exist on a single server computer or be distributed among multiple computers or devices.

[0018] Various monetization techniques or models may be used in connection with advertising, such as sponsored search advertising, including advertising associated with user search queries, and non-sponsored search advertising, including graphical or display advertising. In an auction-based online advertising marketplace, advertisers may bid in connection with placement of advertisements, although many other factors may also be included in determining advertisement selection or ranking. Bids may be associated with amounts the advertisers pay for certain specified occurrences, such as for placed or clicked-on advertisements, for example.

[0019] Advertiser payment for online advertising may be divided between parties including one or more publishers or publisher networks, and one or more marketplace facilitators or providers, potentially among other parties. Some models include guaranteed delivery advertising, in which advertisers may pay based on an agreement guaranteeing or providing some measure of assurance that the advertiser will receive a certain agreed upon amount of suitable advertising, and non-guaranteed delivery advertising, which may be individual serving opportunity-based or spot market-based. In various